

promotional [badges](#) and [pens](#).
they also signposted people to Skills for Care's [information hub for individual employers and PAs](#) to find more information, including other PA case studies.

To engage with Universities they:

wrote a letter to lecturers explaining the project, and followed up with respondents
asked Health Education England for their contacts with Southampton and Portsmouth universities' health and social care department, and sent them the letter and video
contacted the student affairs and careers fair links at universities to discuss attending careers fairs
arranged a date to speak with students
ensured that their presentation was aimed at the right audience by testing it out on a student before delivering
took Caroline (one of the students in the film) to the talks to inspire others from her own experience.

To engage with schools and colleges they:


met with the Hampshire schools and college careers link to discuss the project
sent out information around the PA role and video to careers advisors across Hampshire
presented at the Careers Advisor Consortium to raise awareness of the PA role and give them the opportunity to ask questions
made contact with schools and colleges at careers fairs they attended
used social media (Facebook and Twitter) to promote promotional resources, particularly the videos
sent posters to all GP practices across Southampton, Hampshire and Portsmouth to display in their practices, with an explanation letter
sent posters and other information to all Hampshire school and college careers advisors to ask them to promote the role when talking to students
made contact with Winchester City Councillor to display in the Wickham village noticeboard. The poster was also displayed in the village café, arcade of shops and in Wickham Community Centre. They also put

an advert in the Wickham village magazine and the parish magazine in January 2017 which goes to all village residents
engaged with the Integrated Personalised Commissioning Team from NHS England to share the work we've done with their team – everyone took away a badge to wear and viewed the video.

In total, they attended seven careers events at local universities, schools and colleges to promote the PA role.


What did they achieve?

They didn't speak to as many students as they hoped, but from discussions with colleagues they're confident that they raised awareness of the PA role with those they spoke to.



From discussions with colleagues it's clear that we've raised awareness of the PA role and we'll continue to do so in future work.

They held an event in January 2017 to review the SHIP TCP after one year, and conversations suggest that PA roles are high on the agenda for many people.



We found it worked well to have a PA talking about their experience of the role; this seemed to really engage students.

make sure your stand looks professional and neat; having a table cloth helps ensure there are enough people to do shifts manning the stand as fairs are usually full days catch people as they walk by and pull them to the stand as people might not stop if they aren't sure what you are promoting.

Top tips on delivering talks

When holding talks it's important that you:

- ensure your presentation is aimed at the right level
- provide videos and experiences to make it real
- have someone who the audience can engage with and relate to
- provide things to take away such as leaflets
- make sure you're clear and consistent in the messages you're delivering
- interact with the audience rather than talk at them.

Top tips on attending careers fairs

When attending fairs it's important that you:

- have all the information available for people to look at
- have a banner stand or big signage to catch people who walk by
- have freebies and flyers for people to take away

Skills for Care recommends

We have lots of resources to help individual employers and organisations who support them to recruit, train and retain personal assistants.

Information hub for individual employers and PAs

This hub has links to resources to support people who employ their own care and support. It also has a section for supporting organisations and PAs.

www.skillsforcare.org.uk/iepahub

Individual employer funding

Skills for Care has funding available for individual employers to train themselves and their PAs.

www.skillsforcare.org.uk/iefunding

Finding and keeping workers

This online toolkit has lots of resources to support adult social care employers, including individual employers, with their recruitment and retention.

www.skillsforcare.org.uk/nderskeepers